



Dear business owner,

I'm pleased to announce the Village of Angel Fire's fresh initiative to better serve our business community by making local entrepreneurs aware of the many free and low-cost services that exist to help them succeed. This welcome packet is part of that effort.

Here you'll learn about what's expected of you as a registered business — and what you can expect from us in turn. We've included guidelines for how to develop a business plan and what steps to follow to put that plan into motion.

The village's website now features links to public and private organizations that offer personalized assistance, low-cost loans, grants, training, networking, technical support and other services — some at no cost to you. You can obtain answers to common questions about employment law or the advantages of becoming an incorporated business, for example.

Evidence of the village's commitment to business is all around us. The village passed a Local Economic Development Act (LEDA), and we see this "Grow It" effort as a deepening of that commitment.

I'm confident your neighbors in Angel Fire share my hopes that your business prospers, because your success increases the quality of life for all residents. But we offer more than our best wishes — we offer tangible resources and all types of assistance.

Don't hesitate to contact the finance department or other village employees if we can help you in any way.

Sincerely,
Mayor Barbara Cottam



Village of Angel Fire New Mexico
3388 Mountain View Blvd. Angel Fire, New Mexico 87710
575-377-3232



Right ... From the Start

Congratulations on making the decision to launch your own business. Now it's time to develop a plan and choose a legal structure, if you haven't done so, and make sure you comply with state and federal regulations. You can learn more about these requirements on our website, but here's some of what's involved:

☐ **Make a plan**

Studies show that business owners who craft a business plan have a higher rate of success. Just as you wouldn't travel in unfamiliar territory without a road map, you shouldn't embark on a business venture without an idea of where you're going and how to get there. See the *Plan for Profitability* page in this packet.

☐ **Choose a legal structure**

How you structure your business is up to you. You can be a sole proprietor or form a partnership. Perhaps a corporation or limited liability company offers more of what you need. The Village can't offer you legal advice, but an attorney can. Effective July 1, 2013, if you incorporate your business, you must file with the New Mexico Secretary of State at <http://www.sos.state.nm.us>

☐ **Obtain a federal tax ID number**

Your business must be recognized by the federal government. While your personal Social Security number might suffice for a sole proprietorship, most businesses require an Employer Identification Number, or EIN. Apply for an EIN at the Internal Revenue Service website at www.irs.gov.

☐ **Obtain a state gross receipts tax (CRS) number**

Apply for a state gross receipts tax number online at the New Mexico Tax and Revenue Service website at www.tax.newmexico.gov. You must have an EIN before you apply for the state number.

☐ **Register your business with the Village of Angel Fire**

Visit us in person at the village office after you've received or applied for the state gross receipts tax. Bring proof of the application if you haven't been issued a number. Once registered your business will appear on the Village website as well as The Village of Angel Fire App. *See here to Help for more info.*

☐ **Obtain necessary permits or certifications**

Permits and certifications are required for specific industries, including construction, financial services, manufactured housing, alcohol and gaming. To see whether your business requires special permits, visit the New Mexico Regulation and Licensing Division website at www.rld.state.nm.us.

☐ **Follow the law when you hire**

The U.S. Department of Labor website at www.dol.gov, lists federal rules governing workplace safety, wages and hours and nondiscrimination. Find rules specific to New Mexico – such as the state minimum wage – at the New Mexico Department of Workforce Solutions, www.dws.state.nm.us. This is also where you register as an employer. To register for workers' compensation insurance, visit the Worker's Compensation Administration at www.workerscomp.state.nm.us.



Plan for Profitability

Every successful business begins with a plan that helps its owner stay focused on well-defined goals, just as a navigator charts a destination and sets a course to reach it. Whether you're just starting out or running an established enterprise, a business plan helps you measure your progress. And it helps you secure financing, because a plan proves to banks and other lenders that you're not just drifting aimlessly from one project or sale to the next.

The plan is critical, but the process of clarifying your vision and committing it to paper is what really makes it work. A business plan is a living document, requiring periodic tweaking as market conditions change. Here's how to start:

- ✓ Write a detailed description of the business and what you'd like it to achieve. Identify the niches you plan to fill and the value you bring to customers. Explain why the business exists, whom it serves, what product or service it offers and what problem the product or service solves.
- ✓ Define the demand for your products or services. If local demand isn't strong enough to sustain your business, explain how you'll expand your distribution area or your plan to be closer to your customers.
- ✓ Identify your competitors and specify how your product or service is superior to theirs. Explain what your competitors are not doing well and what you can do better.
- ✓ Describe how you plan to reach your target market with advertisements and other appeals.
- ✓ Review the business's ownership and its legal or tax status. Ask your attorney or accountant to determine which organizational structure works best for you and provides protection from liability.
- ✓ Outline how the business will be managed. Consider what types of insurance you need, agreements you need to sign and certifications or permits you need to secure.
- ✓ Estimate your monthly operating expenses. Be thorough and realistic, and let an accountant or trusted adviser review your projections.
- ✓ Project your monthly revenue and when you expect to receive it. Delayed payments can lead to cash flow shortfalls if bills come due before accounts receivable are paid.
- ✓ Use your revenue and expense estimates to determine how much money you need at the end of each month over two years and how much money you need to compensate for losses until you can make a monthly profit.
- ✓ Decide how much to charge for your product or service and how much you must sell to reach a break-even point.



Here to Help

Dozens of organizations – public and private, local and national – are in business to help business. They offer free or low-cost advice, training, technical assistance and industry expertise. Some will connect you with money, whether it's a loan, a grant or direct investment. Many nonprofit organizations and government agencies have offices or field representatives throughout New Mexico and they are only a phone call – or email – away.

Local assistance, networking and workshops

- Small Business Development Center (SBDC) at UNM Taos (575-737-6214 or nmsbdc.org) for workshops and business consulting
- PTAP (Procurement Technical Assistance Program) Center at the Santa Fe Community College SBDC (505-428-1343) for help with government-contract certificate programs
- Regional Development Corporation (505-820-1226) for regional market statistics and potential business development programs
- Taos Entrepreneurial Network (575-613-4855) for business coaching and resources
- Village of Angel Fire Tourism & Information Center (575-377-6555) for Website & APP information (You may contact Janet Sailor email: angelfireapp@gmail.com for any questions regarding the Angel Fire App)
- Angel Fire Chamber of Commerce (377-6661) for networking, events and connections
- New Mexico Biz Calendar, North Central Region (bizcalendar.org) for business events

Specialized assistance offered by New Mexico-based organizations (many of which have field representatives who serve our area)

- Los Alamos Connect (losalamosconnect.net) for a group of integrated business services, including coaching, technical assistance, market research and investment opportunities
- New Mexico Economic Development Department (gonm.biz) for potential tax incentives, certification training, international trade assistance and community programs such as Arts & Culture District development and the MainStreet Program.
- New Mexico Manufacturing Extension Partnership (newmexicomep.org) for help setting up or streamlining manufacturing processes that lead to higher profits
- Veteran's Business Outreach Center (vboc.org) for business assistance provided to U.S. Armed Forces Veterans

Capital, financing and special grants

- Your community bank for financing your business; your local banker knows the community and has an interest in helping it – and your business – thrive
- USDA Rural Development (rurdev.usda.gov/nm) for business development loans, grants to upgrade energy systems and loan guarantees; the agency also offers various producer grants on a competitive basis
- WESST (wesst.org) for microloans smaller than your bank may be able to provide
- Accion (accionnm.org) for startup loans your bank may not be able to accommodate
- The Loan Fund (loanfund.org) for startup and expansion loans and lines of credit
- The Village of Angel Fire (377-3232 or angelfirenm.gov) for other potential business development incentives or programs

For other resources, visit

<http://financenewmexico.org/category/resources/?city=AngelFire,%20nm>



VILLAGE OF ANGEL FIRE BUSINESS REGISTRATION FORM

New Application: _____ Renewal: _____ Relocation: _____ Termination: _____

NAME OF BUSINESS: _____

Please Check One: Sole Proprietor: _____ Partnership: _____ Corporation: _____

A separate application is required for each business location. A registration fee of \$35.00 is required with this application. Make checks payable to Village of Angel Fire. This fee is an **Annual Fee due by March 16th** of each year. Renewals and Terminations must be submitted prior to this date. There is no charge for terminations; however, a \$10.00 late fee will be assessed on renewals received after the due date. All registered businesses are subject to a monthly refuse fee. **Please print for legibility.** Only completed applications will be accepted (Village of Angel Fire Ordinance 2001-01 amending 1992-04).

Site Inspections are required at time of application. Please make appointment with Community Development Dept. 575-377-1389. Thank you.

Type of Business: _____

Physical Address of Business: _____

Name of Existing Building (if applicable): _____

Business Mailing Address: _____

Business Phone #: _____ Cell# _____ E-Mail _____

General Partner or President's Name & Address:

_____ Ph #: _____

Business Name as filed in State of NM for taxes: _____

CRS# _____ (REGISTRATIONS WILL NOT BE ISSUED WITHOUT THIS NUMBER. If you do not have an ID number yet, attach evidence of application for such.)
Federal Tax ID # _____ (or) Social Security # _____

Signature: _____ Date: _____

Print Name: _____ Title: _____

**VILLAGE OF ANGEL FIRE
REQUIRED SUBMITTALS CHECKLIST
FOR A SIGN / BANNER PERMIT**

_____ **SIGN PERMIT APPLICATION**

_____ **SIGN PERMIT FEE**

_____ **A COPY OF THE SIGN PLANS & SPECIFICATIONS TO
INCLUDE BUT NOT LIMITED TO DIMENSIONS,
MATERIALS, COLORS, LETTER SIZES, DETAILS OF
CONSTRUCTION, LOCATION ON BUILDING OR LOT**

_____ **WRITTEN EXPLANATION FOR REASON OFF-
PREMISE SIGN REQUEST IS NECESSARY**

_____ **IF FOR BANNERS, STREAMERS OR PENNANTS, ONE
COPY OF PLANS TO INCLUDE BUT NOT LIMITED TO
DIMENSIONS, MATERIALS, COLORS, LETTER SIZES,
DETAILS OF CONSTRUCTION, LOCATION ON
BUILDING OR LOT**

**VILLAGE OF ANGEL FIRE
SIGN PERMIT APPLICATION**

This application must be completely filled out. Incomplete applications will not be considered.

Owners Name: _____ Date: ____/____/____

Mailing Address: _____

Daytime. Ph: (____) _____ Current Zoning of Property: _____

Business Name: _____

Street Address: _____

Business Registration #: _____ Issue Date: _____

Type of Sign(s): ☐ Freestanding ☐ Attached ☐ Projecting ☐ Hanging ☐ Off premise

If off premise, attach explanation, warrenty deed of property which sign will be located on, and a letter of approval from said property owner.

Temporary Sign or Banner : _____ Sq. ft. of Banner(30 sq ft max): _____

Dates to be displayed: _____ to _____

Banners and Temporary Signs are to be requested for a time period of up to 60 days per calendar year, with a maximum of 30 continuous display days.

Existing Signage:

Number of existing signs: _____ Total sq. ft. of existing signage: _____

Sq. ft. of building front for business (if requesting a sign for an office, only include sq. ft. of office front in question): _____ (required informantion)

Signage Requested:

Number of signs: _____ Sq. ft. of 1st sign: _____ Type of 1st sign: _____

Sq. ft. of 2nd sign: _____ Type of 2nd sign: _____

Total sq. ft. of signage requested: _____

Total sq. ft. of signage (present and requested): _____

General Contractor: _____ Phone: _____

Address: _____ License: _____

Note: One copy of the sign plan and specification to include but not limited to dimensions, materials, lighting, colors, letter sizes, details of construction, location on building and/ or lot. If sign is free standing, specify supports, type and size.

Fees: Per permanent sign \$2.00/ sq ft _____ Per banner or other \$25.00 _____

SIGNATURE OF OWNER

Check #: _____ Date: _____ Amt.\$ _____

Approved/ Denied By: _____ Date: ____/____/____

Any violations of the Ordinance is subject to a standard violation fine of \$500.00 per violation, each day is considered a separate violation

Sign Matrix

			Free Standing Signs (on premise)	Attached Signs	Hanging or Projecting Signs	Sandwich Board Signs
Stand Alone Building	Building/Business	1 street front	32 sf	80 sf	4 sf	8 sf
		2 street fronts	2 @ 32 sf (1 per Street front)	80 sf	4 sf	8 sf

* Stand alone buildings with side or rear parking Lot may have an additions 16 sf attached sign and sandwich board sign is 8 sf.

			Free Standing Signs (on premise)	Attached Signs	Hanging or Projecting Signs	Sandwich Board Signs
Building Complex	Building	1 street front	75 sf			
		2 street fronts	1 @ 75 sf OR 2 @ 60 sf (1 per ST)			
	Each Business	1 street front		32 sf	4 sf	4 sf
		Side or rear Parking		32 sf	4 sf	8 sf

* Business Complex with side or rear parking Lot may have an additions 16 sf attached sign per business and sandwich board sign is 8 sf per business.

ACD - 31015
Rev 08/07

STATE OF NEW MEXICO - TAXATION AND REVENUE DEPARTMENT
APPLICATION FOR BUSINESS TAX IDENTIFICATION NUMBER
PLEASE TYPE OR PRINT IN BLACK INK - Please read instructions on reverse

For office use only			
NM TRD ID# 0 _____ -00-_____		DATE ISSUED _____	<input type="checkbox"/> NTTC ONLY <input type="checkbox"/> FLAG N
1. BUSINESS NAME _____			
2. DBA _____			
3. Federal ID No. _____ <small>Required except for Individual / Proprietorship / Sole Owner</small>		7. Type of Ownership (check one) <div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> Corporation <input type="checkbox"/> Estate <input type="checkbox"/> Government <input type="checkbox"/> Indian Tribe <input type="checkbox"/> Individual / Proprietorship / Sole Owner <input type="checkbox"/> Limited Liability Company (LLC)</div><div><input type="checkbox"/> Non Profit Organization <input type="checkbox"/> Exempt 501 (c) _____ <input type="checkbox"/> Partnership <input type="checkbox"/> General <input type="checkbox"/> Limited <input type="checkbox"/> S Corporation <input type="checkbox"/> Trust</div></div>	
4. Telephone- Business () _____			
5. Other () _____ Fax () _____			
6. Business E-mail Address _____			
8. Mailing Address _____		City _____	State _____ Zip Code _____
9. Principal Business Location _____		City _____	State _____ Zip Code _____
10. Date business activity started or is anticipated to start in New Mexico Month _____ Day _____ Year _____		11. Date business will close (only if you check "Temporary" in box 12) Month _____ Day _____ Year _____	
12. Select CRS Filing status. <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Semiannual <input type="checkbox"/> Temporary <input type="checkbox"/> Seasonal <small>If seasonal, indicate month(s) in which you will file.</small>		13 A. Will business pay wages to employees in New Mexico? <input type="checkbox"/> Yes <input type="checkbox"/> No 13 B. Will business be required to obtain Worker's Compensation Insurance within 12 months? <input type="checkbox"/> Yes <input type="checkbox"/> No Effective date: _____	
14. List Owners, Partners, Corporate Officers, Association Members, or Shareholders. If listing a business other than an individual, please see instructions. (Attach additional pages if necessary.)			
SSN / ITIN / FEIN _____ <small>(required)</small> Name & Title _____ Home Address _____ Phone _____ E-Mail _____		SSN / ITIN / FEIN _____ <small>(required)</small> Name & Title _____ Home Address _____ Phone _____ E-Mail _____	
15. Method of accounting <input type="checkbox"/> Cash <input type="checkbox"/> Accrual		16. Liquor License Type and No _____	
		17. Public Regulatory Commission No _____	
		18. Contractor's License No _____	
19. Will business sell Gasoline? <input type="checkbox"/> Yes <input type="checkbox"/> No		23. Will business engage in Severing Natural Resources? <input type="checkbox"/> Yes <input type="checkbox"/> No	
20. Will business sell Special Fuels? <input type="checkbox"/> Yes <input type="checkbox"/> No		24. Will business engage in Processing Natural Resources? <input type="checkbox"/> Yes <input type="checkbox"/> No	
21. Will business sell Cigarettes? <input type="checkbox"/> Yes <input type="checkbox"/> No		25. Will business be a Water Producer? <input type="checkbox"/> Yes <input type="checkbox"/> No	
22. Will business sell Tobacco Products? <input type="checkbox"/> Yes <input type="checkbox"/> No		26. Will business be involved in Gaming Activities? <input type="checkbox"/> Yes <input type="checkbox"/> No	
<small>NOTE: If you answered Yes to any of the above, except Gaming Activities, please complete a Social Tax Registration Form.</small>			
27. If applicable, provide former owner's NM TRD ID No _____ Business Name _____		28. Are you operating any other business (es) in New Mexico? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, give NM TRD ID No _____ Business Name _____	
29. Primary type of business in NM (Check all that apply) <div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> Accommodation, Food Services, and Drinking Places <input type="checkbox"/> Administrative and Support Services and Waste Management and Remediation Services <input type="checkbox"/> Agriculture, Forestry, Fishing and Hunting <input type="checkbox"/> Arts, Entertainment and Recreation Management <input type="checkbox"/> Construction <input type="checkbox"/> Educational Services <input type="checkbox"/> Finance and Insurance <input type="checkbox"/> Government <input type="checkbox"/> Health Care and Social Assistance <input type="checkbox"/> Information</div><div><input type="checkbox"/> Manufacturing <input type="checkbox"/> Mining and Oil and Gas Extraction <input type="checkbox"/> Professional, Scientific and Technical Services <input type="checkbox"/> Real Estate and Leasing of Real Property <input type="checkbox"/> Rental and Leasing of Tangible Personal Property <input type="checkbox"/> Retail Trade <input type="checkbox"/> Transportation and Warehousing <input type="checkbox"/> Utilities <input type="checkbox"/> Wholesale Trade <input type="checkbox"/> Other Services</div></div>		30. Give a brief description of nature of business _____	
31. I declare that the information reported on this form and any attached supplement(s) is true and correct.			
Print Name _____		Title _____ Date _____	
Signature _____			